

AMENDMENTS TO THE CLAIMS

Claims 1-60 (canceled)

61. (New) A computer readable medium comprising a code of a software platform for referencing websites on the Internet indexed by research tools, said code comprising instructions for:
- granting a client managing a referenced website access to a database by a client interface;
 - granting access to a consultant responsible for the referencing of a website to said database by a consultant interface; and
 - providing distinct data to said client or said consultant according to the interface used for accessing said database.
62. (New) The computer readable medium of claim 61, wherein said code further comprises a visibility module comprising instructions for analyzing the visibility of a website in the Internet to provide a visibility data, wherein the visibility of said website is the rate of appearance or classification of said website in a list of results proposed by a search tool in response to a keyword.
63. (New) The computer readable medium of claim 62, wherein said visibility module further comprises instructions for obtaining the classification of said website in said list of results proposed by indicated search tools based on furnished keywords, a list of selected search tools and a particular URL.
64. (New) The computer readable medium of claim 62, wherein said visibility module further comprises instructions for automatically presenting said visibility data in a dedicated data processing format to said client via said client interface or to said consultant via said consultant interface.

65. (New) The computer readable medium of claim 64, wherein said code further comprises instructions for adding images and commentaries to said visibility data via said consultant interface and transmitting said images and commentaries to said client via said client interface.
66. (New) The computer readable medium of claim 62, wherein said code further comprises instructions for modifying the presentation of said list of results via said client interface and selecting said keyword from one of the following: an exact expression or parts of said expression.
67. (New) The computer readable medium of claim 62, wherein said code further comprises instructions for said consultant interface to present at least one of the following modules within said visibility module:
- a ranking submodule for selecting data relative to the classification of a URL in regard to a plurality of search engines;
 - an evolution submodule for filtering raw data to provide data relating to the evolution of the visibility of a website according to different periods of time so as to identify variations of visibility;
 - a competitors submodule for submitting, at said client's request, visibility studies relating to websites competing with said client's website;
 - a guarantee submodule for filtering said raw data relating to said client in order to provide data relating to the nature of the service requested by said client; and
 - a help module for providing information relating to the use of the software platform in order to understand its operation.
68. (New) The computer readable medium of claim 62, wherein said code further comprises instructions for referencing a website by storing said website in a database of a search tool.

69. (New) The computer readable medium of claim 68, wherein said code further comprises instructions for reading HTML coded content of said website of said client, translating said HTML coded content into a XML document and storing said XML document in said database of said search tool.
70. (New) The computer readable medium of claim 69, wherein said code further comprises instructions for:
- reading the content of said website;
 - generating URL addresses for all pages of said website;
 - associating, for each URL address, a title, key words, a description, a detailed description and a TAG to provide associated data;
 - generating an XML document including said associated data;
 - integrating an anti-spam filter to adapt said XML document to a plurality of search tools; and
 - directly submitting said associated data formatted in XML language to be read by a spider of each of said plurality of search tools, thereby permitting indexation of said associated data contained in said XML document to be published in said lists of results.
71. (New) The computer readable medium of claim 69, wherein said code further comprises instructions for generating and inserting a TAG into said XML document to permit counting access to said website by said search tool.
72. (New) The computer readable medium of claim 71, wherein said code further comprises instruction for displaying the number of accesses detected by said TAG in real time by said client interface, and consulting an index of principal terms employed in accessing said website.

73. (New) The computer readable medium of claim 72, wherein said code further comprises instructions for selecting a period of time to which said lists of results relate in terms of access.
74. (New) The computer readable medium of claim 73, wherein said code further comprises instructions for accessing a set of analyses relating to consultations or visits to said website, wherein said set of analyses include at least one of the following: number of visits in one day, the number of new visitors, and the duration of the visits.
75. (New) The computer readable medium of claim 74, wherein said code further comprises instructions for consulting a list of the search engines involved, the number of visits generated by each search engine, and the list of the key words considered by said client via said client interface.
76. (New) The computer readable medium of claim 74, wherein said code further comprises instructions for accessing pages consulted by Internet users or a summary of a browser or navigation type used by said Internet users on said website by said client via said client interface.
77. (New) The computer readable medium of claim 74, wherein said code further comprises instructions for analyzing languages used in said consultations of said website and distribution of said consultations by time zone by said client via said client interface.
78. (New) The computer readable medium of claim 74, wherein said code further comprises instructions for consulting technical information relating to browsers or navigators used by Internet users to visit said website by said client via said client interface, thereby enabling said client to improve or adapt said website to said browsers or navigators.

79. (New) The computer readable medium of claim 74, wherein said code further comprises instructions for identifying an Internet user accessing said website in real time including at least one of the following identifying information: a host from which said Internet user is accessing said website, a page viewed by said Internet user, duration of said Internet user's access to said website, and items or products accessed by said Internet user, thereby enabling said client to contact said Internet user in real time to exchange information in text mode or send text, audio or video files to said Internet user.
80. (New) The computer readable medium of claim 61, wherein said code further comprises instructions for monitoring the progress of the work performed by said consultant in connection with a predetermined plan by said client.
81. (New) The computer readable medium of claim 80, wherein said code further comprises instructions for offering at least one of the following services to said client via said client interface:
- consultation of information concerning said client's website, and consultation of referencing and positioning information relative to a competitor's website;
 - consultation of strategic orientations decided jointly by said client and said consultant;
 - consultation of title and description of said client's website made by said consultant, appearing in search tools or engines and pertinent keywords by which said client's website can be referenced;
 - transmission of pages optimized for said client's website by said consultant to said client; and
 - submission to said client's website by each search tool or engine via submission windows.

82. (New) The computer readable medium of claim 81, wherein said code further comprises instructions for selecting different types of postings or charts which can be personalized for said client by said consultant via said consultant interface.
83. (New) The computer readable medium of claim 81, wherein said code further comprises instructions for accessing all services available to said client by said consultant via said consultant interface.
84. (New) The computer readable medium of claim 82, wherein said code further comprises instructions for controlling access to a plurality of websites managed by an operator by said consultant based on same restrictions and terms imposed on said operator in accessing said plurality of websites.
85. (New) The computer readable medium of claim 84, wherein said code further comprises instructions for providing statistical results on each website in said plurality of websites to said operator and a respective client of said each website, and distribution statistics of products offered on said each website to said operator.
86. (New) The computer readable medium of claim 81, wherein said code further comprises instructions for generating, modifying and eliminating users of said software platform and records kept by said consultant by an administrator via an administrator interface.
87. (New) The computer readable medium of claim 85, wherein said code further comprises instructions for providing one or more commentaries representing said consultant's reflection based on said visibility data, said one or more commentaries being determined by comparing said visibility data with visibility data stored in said database and associated with a commentary.

88. (New) The computer readable medium of claim 81, wherein said code further comprises instructions for generating pages of said software platform accessible to said client from data coded in the Java programming language.
89. (New) The computer readable medium of claim 81, wherein said code further comprises instructions for printing pages in course of consultation, providing a help program or an index of principal technical terms employed, and downloading documents.
90. (New) The computer readable medium of claim 81, wherein said code further comprises instructions for restricting access to only those services for which said client has subscribed with said consultant.